MANUFACTURER'S COUPON | EXPIRES 12/31/96

$1.00 off

4 packs or 1 carton of

VIRGINIA SLIMS

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MANUFACTURER'S COUPON | EXPIRES 12/31/96

$2.00 off

1 carton of

VIRGINIA SLIMS

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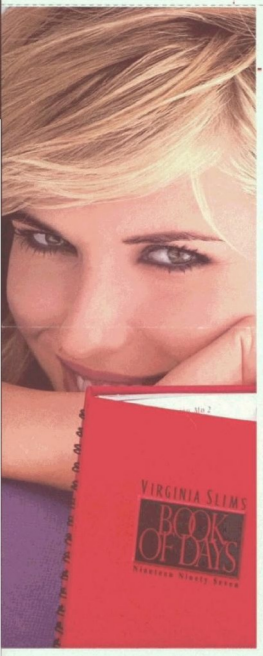

VIRGINIA SLIMS CLUB

Keeping it all together – it's a *woman* thing.

¶¶¶¶¶¶¶¶¶¶¶¶¶¶¶¶
Sample S. Sample
123 Any Street
Anytown, UN 00000

2961038585

Dear Sample,

If you're anything like me, the last few months of the year are your busiest. And that's exactly why you should find the enclosed Mini-Book of Days — a condensed version of our annual datebook — so incredibly practical.

We think you'll find it so practical, in fact, that we're offering Club members a chance to order next year's 1997 Book of Days for 15 pack UPCs, plus shipping and handling. Fun and functional, it's a hip way to keep it together all year long. And that's truly a woman thing.

Speaking of woman things, use the enclosed coupons to pick up a carton or a few packs of Virginia Slims, the number one cigarette made especially for women. And start saving those UPCs to order your 1997 Book of Days.

Sincerely,

Wendy

Wendy Makin

It's a *woman* thing.

ORDER YOUR 1997 BOOK OF DAYS TODAY.

Yes, I'd like to order my 1997 Virginia Slims Book of Days!

To Order: Just fill out this personalized order form, enclose 15 pack UPCs plus $1.50 shipping and handling (check or money order, payable to Virginia Slims, do not send cash) and send to: **Virginia Slims Book of Days Offer, P.O. Box 8235, Dover, DE 19905-8235.**

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Sample S. Sample
123 Any Street
Anytown, UN 00000

Use the lines below to print name and address corrections only.

Address _____ Apt # _____

City _____ State _____ ZIP _____

Phone Number ( ) _____

Regular Brand Smoked _____

Offer limited to smokers 21 years or older. Offer expires and order must be received by 1/31/97. No facsimiles accepted. Please allow 10-12 weeks for delivery. Limit one book per person. Order will be rejected if signature or date of birth not provided. Offer good only in the U.S.A. Offer void where restricted or prohibited by law. Offer void to employees of Philip Morris and its advertising agencies. Postage may vary according to the weight of your envelope. Please check with post office to ensure you've affixed proper postage. Not responsible for lost, late, damaged, misdirected or postage due mail. No group or organization orders will be honored.

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable state and federal laws.

Signature X _____ (required)

Birth Date ____/____/____ (required) **Today's Date** ____/____/____

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